



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

WATERTOWN :::

BROADCAST TV MARKET AREA

Population

Total Population	306,859
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Housing Status

(in housing units unless noted)

Total	150,517
Occupied	114,624
Owner-occupied	76,450
Population in owner-occupied (number of individuals)	196,229
Renter-occupied	38,174
Population in renter-occupied (number of individuals)	86,996
Households with individuals under 18	37,366
Vacant	35,893
Vacant: for rent	2,826
Vacant: for sale	1,531

Population by Sex/Age

Male	157,993
Female	148,866
Under 18	70,861
18 & over	235,998
20 - 24	27,199
25 - 34	40,421
35 - 49	60,455
50 - 64	57,148
65 & over	39,490

Population by Ethnicity

Hispanic or Latino	10,152
Non Hispanic or Latino	296,707

Population by Race

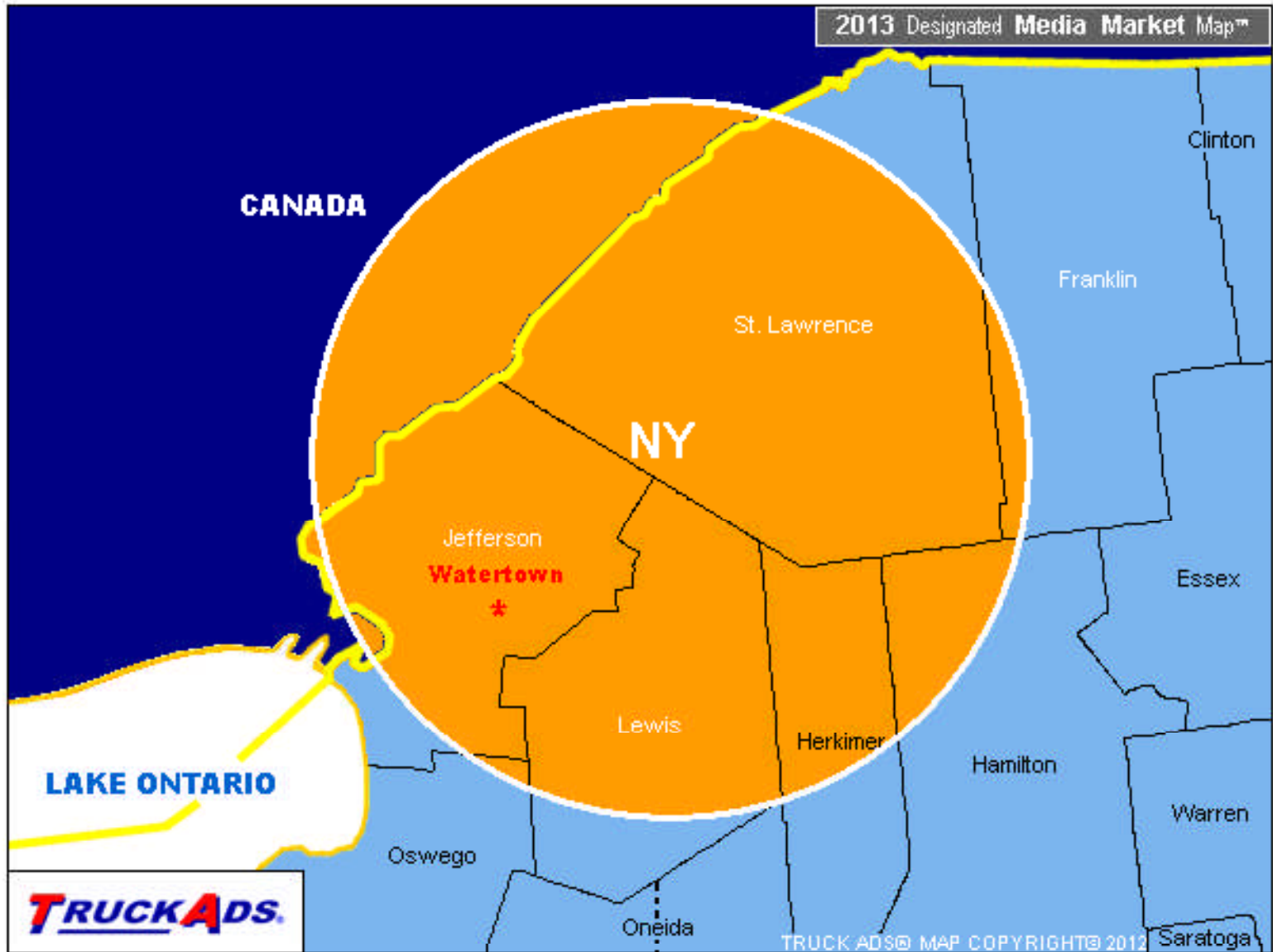
White	278,013
African American	11,607
Asian	2,897
American Indian and Alaska Native	5,571
Native Hawaiian and Pacific Islander	360
Other	2,779
Identified by two or more	5,632

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WATERTOWN :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Franklin, NY ~ Jefferson, NY ~ Lewis, NY ~ St. Lawrence, NY

NY - Franklin County

Population

Total Population	51,599
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Housing Status

(in housing units unless noted)

Total	25,306
Occupied	19,054
Owner-occupied	13,609
Population in owner-occupied (number of individuals)	33,872
Renter-occupied	5,445
Population in renter-occupied (number of individuals)	11,327
Households with individuals under 18	5,751
Vacant	6,252
Vacant: for rent	464
Vacant: for sale	298

Population by Sex/Age

Male	28,336
Female	23,263
Under 18	10,720
18 & over	40,879
20 - 24	3,824
25 - 34	7,081
35 - 49	11,063
50 - 64	10,493
65 & over	6,880

Population by Ethnicity

Hispanic or Latino	1,506
Non Hispanic or Latino	50,093

Population by Race

White	43,437
African American	3,127
Asian	219
American Indian and Alaska Native	3,797
Native Hawaiian and Pacific Islander	10
Other	385
Identified by two or more	624

NY - Jefferson County

Population

Total Population	116,229
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Housing Status

(in housing units unless noted)

Total	57,966
Occupied	43,451
Owner-occupied	25,278
Population in owner-occupied (number of individuals)	66,143
Renter-occupied	18,173
Population in renter-occupied (number of individuals)	43,916
Households with individuals under 18	15,844
Vacant	14,515
Vacant: for rent	1,445
Vacant: for sale	625

Population by Sex/Age

Male	59,185
Female	57,044
Under 18	29,633
18 & over	86,596
20 - 24	10,955
25 - 34	17,839
35 - 49	22,539
50 - 64	19,061
65 & over	12,981

Population by Ethnicity

Hispanic or Latino	6,143
Non Hispanic or Latino	110,086

Population by Race

White	103,047
African American	5,876
Asian	1,518
American Indian and Alaska Native	586
Native Hawaiian and Pacific Islander	298
Other	1,668
Identified by two or more	3,236

NY - Lewis County

Population

Total Population	27,087
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Housing Status

(in housing units unless noted)

Total	15,112
Occupied	10,514
Owner-occupied	8,095
Population in owner-occupied (number of individuals)	21,275
Renter-occupied	2,419
Population in renter-occupied (number of individuals)	5,499
Households with individuals under 18	3,399
Vacant	4,598
Vacant: for rent	205
Vacant: for sale	113

Population by Sex/Age

Male	13,620
Female	13,467
Under 18	6,703
18 & over	20,384
20 - 24	1,515
25 - 34	2,977
35 - 49	5,496
50 - 64	5,656
65 & over	4,076

Population by Ethnicity

Hispanic or Latino	357
Non Hispanic or Latino	26,730

Population by Race

White	26,465
African American	184
Asian	75
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	16
Other	56
Identified by two or more	238

NY - St. Lawrence County

Population

Total Population	111,944
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Housing Status

(in housing units unless noted)

Total	52,133
Occupied	41,605
Owner-occupied	29,468
Population in owner-occupied (number of individuals)	74,939
Renter-occupied	12,137
Population in renter-occupied (number of individuals)	26,254
Households with individuals under 18	12,372
Vacant	10,528
Vacant: for rent	712
Vacant: for sale	495

Population by Sex/Age

Male	56,852
Female	55,092
Under 18	23,805
18 & over	88,139
20 - 24	10,905
25 - 34	12,524
35 - 49	21,357
50 - 64	21,938
65 & over	15,553

Population by Ethnicity

Hispanic or Latino	2,146
Non Hispanic or Latino	109,798

Population by Race

White	105,064
African American	2,420
Asian	1,085
American Indian and Alaska Native	1,135
Native Hawaiian and Pacific Islander	36
Other	670
Identified by two or more	1,534